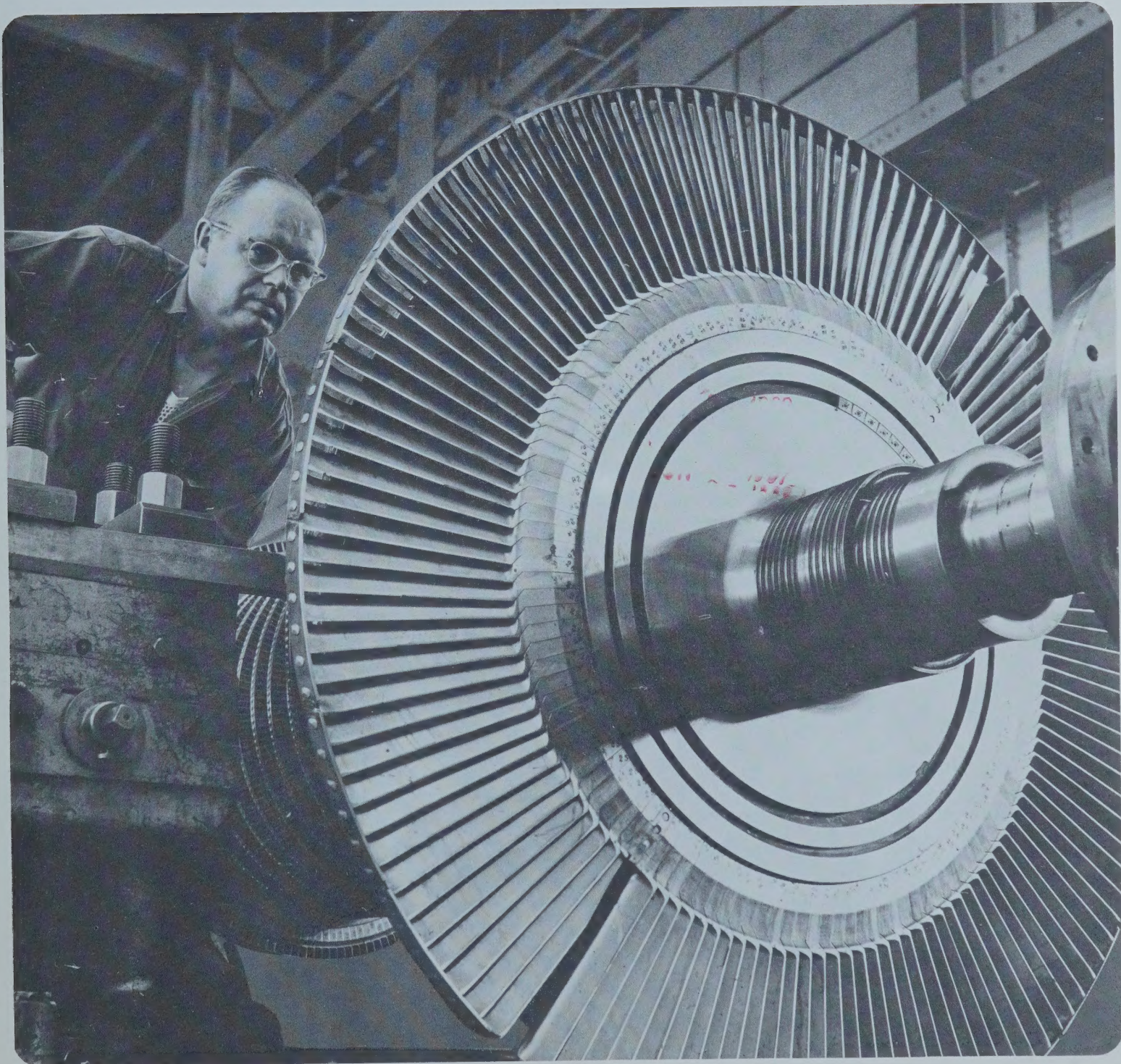


file



CANADIAN GENERAL ELECTRIC

73rd Annual Report - 1965





COVER: Expanding activity in turbine manufacture is seen ahead. How the Company is organized for growth in this and other product fields is described in a picture story beginning on page 10.

Financial Highlights

	1965	1964
Net sales billed	\$365 992 001	\$324 382 063
Income Taxes (Federal and Provincial)	16 220 000	16 972 723
Net earnings	16 574 510	17 056 100
Dividends declared	8 369 978	5 538 633
Plant expenditures	19 476 479	9 866 617
Capital cost allowance (Depreciation)	8 643 563	6 918 159

How the 1965 Revenue Dollar was distributed

Materials	44.9¢	Reinvestment	2.2¢
Employee Compensation (including benefits)	31.2	Capital Cost Allowance (Depreciation)	2.3
Other Costs and Expenses	14.5	Increase in Inventories	2.7
Taxes	5.3	Dividends	2.3

The President Comments



In 1965, Canadian General Electric sold a record volume of goods and services in domestic and export markets. At the same time the Company undertook a major realignment in its organization and a record level of expansion of its physical facilities.

Sales billed in 1965 totalled \$365,992,001, up 13 per cent from 1964. This increase, spread over the full range of Company products, marked the fourth successive year in which new high levels of sales were attained.

Net earnings in 1965 were \$16,574,510, down 3 per cent from the previous year. This reflected a decrease of \$932,207 in non-operating income, together with a substantial amount of start-up expenditures for new facilities, particularly those involving the Scarborough Plant purchased in June from the John Inglis Co. Limited.

Net earnings in 1965 represented 4.5 cents on the sales dollar and amounted to \$2.09 per common share (\$2.15 - 1964).

During the year, in order to orient itself even more toward its customers, the Company realigned its organization and senior management responsibilities. The new organization, now in place and working effectively, is designed to provide improved service to customers, both in well-established product lines and in new and promising product fields.

At the same time as this realignment of management responsibilities was taking place, a major expansion of physical facilities was undertaken. Extensive additions to existing plant and machinery were carried out. In addition, the Company acquired several promising industrial properties to allow for further expansion in the growth period ahead.

As a result of these programs, capital expenditures in 1965 were a record \$19,476,479, double those of the previous year. Manufacturing floor space was increased from 6,168,500 square feet at the end of 1964 to 6,807,500 square feet. Employment in 1965 rose 2,200 to 20,000 at year-end.

These expansion programs are in harmony with Canada's industrial needs as suggested in the Annual Reports of the Economic Council of Canada. The Council has indicated that between 1963 and 1970 business outlays on new plant and equipment must almost double in order to keep pace with Canada's economic requirements and the growth of the country's work force. These CGE expansion programs, which involve investments in both additional manufacturing capacity and new product development, are described in "Organized for Growth" - a special section of this Report beginning on page 10.

The Directors wish to place on record a tribute to Ian F. McRae, who resigned as a Director and Chairman of the Board on January 27, 1966, on his retirement from the Company. The Directors express their appreciation for the achievement, leadership and inspiration provided by Mr. McRae during his 41 extremely productive years of association with Canadian General Electric.

On behalf of the Board of Directors,

A handwritten signature in dark ink that reads "J. Herbert Smith". The signature is written in a cursive, flowing style.

Toronto, Ontario, March 7, 1966

President

Directors

J. Alexandre Béland	Louiseville, Que.	Ian F. McRae*	Toronto, Ont.
Joseph M. Breen	Montreal, Que.	Halbert B. Miller	New York, N.Y.
Paul Desruisseaux, Q.C.	Sherbrooke, Que.	Robert E. Pfenning	New York, N.Y.
Oscar L. Dunn	Erie, Pa.	J. Herbert Smith	Toronto, Ont.
James H. Goss	New York, N.Y.	Alan G. Trites	Toronto, Ont.
William C. Harris	Toronto, Ont.	Hubert G. Welsford	Lachine, Que.
Hugh G. Hilton	Hamilton, Ont.	William C. Wichman	New York, N.Y.
Cecil E. Hipp	Toronto, Ont.		

*Retired January 27, 1966



At a directors' meeting (left to right) C. E. Hipp, O. L. Dunn, J. M. Breen, R. E. Pfenning, J. A. Béland, H. B. Miller, J. H. Goss, I. F. McRae, J. H. Smith, A. G. Trites, H. G. Welsford, P. Desruisseaux, W. C. Wichman, W. C. Harris, H. G. Hilton.

Officers

President and Chief Executive Officer	J. Herbert Smith
Chairman of the Board of Directors	*Ian F. McRae
Vice-President—Finance	Cecil E. Hipp
Vice-Presidents	L. Robert Douglas Robert N. Fournier †John S. Keenan E. Howard Lindsay Charles A. Morrison Ronald M. Robinson Robert Story W. Frank Wansbrough
Secretary	Alan G. Trites
Assistant Secretaries	Ivan H. Ashbury Harry Hughes George P. Thomson

*Retired January 27, 1966

†Retired November 4, 1965

Auditors

Peat, Marwick, Mitchell & Co. Toronto, Ont.

Transfer Agent and Registrar

National Trust Company, Limited Toronto, Ont.

Consolidated Statement of Current and Reinvested Earnings

YEAR ENDED
DECEMBER 31,
1965

with comparative figures for 1964

	1965	1964
Net sales billed	\$365 992 001	\$324 382 063
Costs, expenses, and other charges, except those shown separately below	328 265 758	288 083 731
Capital cost allowances for plant and equipment	8 643 563	6 918 159
Directors' remuneration	262 184	257 571
	<u>337 171 505</u>	<u>295 259 461</u>
Earnings from sales	<u>28 820 496</u>	<u>29 122 602</u>
 EARNINGS FROM OTHER SOURCES:		
Dividends and interest	2 388 835	2 508 429
Gain from sale of fixed assets and investments	862 871	1 946 321
Miscellaneous	1 100 784	696 879
	<u>4 352 490</u>	<u>5 151 629</u>
Less interest and other financial charges	378 476	245 408
	<u>3 974 014</u>	<u>4 906 221</u>
 Total earnings before income taxes	32 794 510	34 028 823
Income Taxes	16 220 000	16 972 723
Net earnings	<u>16 574 510</u>	<u>17 056 100</u>
Reinvested earnings at beginning of year	138 665 384	127 147 917
	<u>155 239 894</u>	<u>144 204 017</u>
 DIVIDENDS DECLARED:		
Employees' preferred stock	35 315	37 013
Convertible preferred stock	778 184	779 737
Common stock	7 556 479	4 721 883
	<u>8 369 978</u>	<u>5 538 633</u>
Reinvested earnings at end of year	<u>\$146 869 916</u>	<u>\$138 665 384</u>

See accompanying notes to consolidated financial statements.

Consolidated Balance

Assets

		1965	1964
CURRENT ASSETS:			
Cash		\$ 2 491 011	\$ 1 669 444
Short term marketable securities at lower of amortized cost or market (equal to approximate market) and call loans		24 253 012	57 152 713
Accounts and notes receivable, less allowance for doubtful accounts		70 051 754	60 344 832
Inventories at the lower of cost or net realizable value less reserves (1965—\$6,300,000; 1964—\$6,300,000)		96 336 550	86 360 341
		<u>193 132 327</u>	<u>205 527 330</u>
Less progress collections on contracts		27 770 656	46 612 391
Total current assets		<u>165 361 671</u>	<u>158 914 939</u>
FIXED ASSETS:			
	Cost	Capital cost allowances	
Land	\$ 3 566 805	—	3 566 805
Buildings	62 713 333	33 231 743	29 481 590
Equipment	99 457 568	73 596 654	25 860 914
	<u>\$165 737 706</u>	<u>106 828 397</u>	<u>58 909 309</u>
			<u>48 820 153</u>
OTHER ASSETS:			
Investment in vessels, computers and other equipment for hire (net)		13 698 937	16 924 527
Government of Canada bonds deposited as guarantees		3 095 838	1 998 468
Investment in non-consolidated subsidiaries (note 1)		1 021 980	428 989
All other		1 268 748	1 296 874
Total other assets		<u>19 085 503</u>	<u>20 648 858</u>
See accompanying notes to consolidated financial statements.			
<i>Approved on behalf of the Board:</i>			
J. H. Smith, Director		<u>\$243 356 483</u>	<u>\$228 383 950</u>
W. C. Harris, Director			

DECEMBER 31,

1965

with comparative figures for 1964

Liabilities

	1965	1964
CURRENT LIABILITIES:		
Accounts payable	\$ 21 019 285	\$ 19 026 479
Taxes accrued, including income taxes	15 417 313	13 571 668
Other accrued liabilities	23 375 588	20 995 439
Dividends payable	3 031 581	2 464 380
Total current liabilities	62 843 767	56 057 966
GENERAL RESERVE	6 000 000	6 000 000
CAPITAL STOCK (note 2):		
Authorized:		
18,000 special employees' preferred shares, par value \$50 each (callable at par)	\$ 900 000	
625,000 cumulative convertible \$1.25 preferred shares, par value \$28 each	17 500 000	
8,178,800 common shares of no par value	—	
Issued and outstanding:		
18,000 special employees' preferred shares	900 000	900 000
Less redeemed (1965—3,989 shares; 1964—3,633 shares)	199 450	181 650
	700 550	718 350
621,923 cumulative convertible \$1.25 preferred shares	17 413 844	17 466 064
7,556,877 common shares—stated value	9 528 406	9 476 186
Total capital stock	27 642 800	27 660 600
REINVESTED EARNINGS (note 3)	146 869 916	138 665 384
	<u>\$243 356 483</u>	<u>\$228 383 950</u>

Notes to consolidated financial statements

1. These financial statements represent a consolidation of the accounts of the parent company, Canadian General Electric Company Limited, and those of all active subsidiary companies except Genelco Finance Limited and G F L Realty Limited. The subsidiary companies which are consolidated are as follows:

Dominion Engineering Works, Limited
Dominion Engineering Company, Limited
Amalgamated Electric Corporation, Limited
Montreal Armature Works Limited
Cowley Electronic Services (1961) Ltd.
W.L. Stevens Ltd.

Genelco Finance Limited and G F L Realty Limited are wholly owned finance companies but are not consolidated as their operations are dissimilar to those of the parent company and other subsidiary companies. The net earnings of these two companies for the year ended December 31, 1965 of \$2,991 and reinvested earnings as of that date of \$4,739 have been included in the accounts of the parent company.

2. 1,865 cumulative convertible \$1.25 preferred shares were converted to 1,865 common shares during 1965.
3. Under the provisions of Section 61 of the Canada Corporations Act amounts of \$199,450 at December 31, 1965 and \$181,650 at December 31, 1964 of the reinvested earnings were classified as capital surplus arising from the redemption of special employees' preferred shares, pending formal reduction of capital.
4. The company is contingently liable to the extent of \$2,100,000 under its guarantee of a bank loan to a customer.

Auditors' report to the shareholders

We have examined the consolidated balance sheet of Canadian General Electric Company Limited and its subsidiary companies as of December 31, 1965 and the consolidated statement of current and reinvested earnings for the year ended on that date. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion, the accompanying consolidated balance sheet and consolidated statement of current and reinvested earnings present fairly the financial position of the company and its subsidiary companies at December 31, 1965 and the results of their operations for the year ended on that date, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Toronto, Ontario, February 1, 1966

PEAT, MARWICK, MITCHELL & CO. Chartered Accountants

Five year summary

Dollar amounts in thousands except per share earnings	1965	1964	1963	1962	1961
REVENUES:					
Net sales billed	\$365 992	\$324 382	\$311 062	\$263 302	\$215 283
Non-operating income—net	4 352	5 152	3 236	1 919	1 771
Total revenues	370 344	329 534	314 298	265 221	217 054
COSTS AND EXPENSES:					
Total employee compensation (including Company costs of pensions, insurance and all other employee benefits)	115 487	103 783	94 510	87 081	69 406
Materials, supplies and all other costs, expenses, and charges—net	219 630	188 378	174 845	163 001	127 130
Capital cost allowance	8 644	6 918	6 370	6 435	5 145
Interest and other financial charges	378	245	62	78	35
Provision for Federal and Provincial income taxes	16 220	16 973	14 945	9 890	6 740
Other taxes	3 386	2 943	2 795 *	2 548	1 980
Total gross costs and expenses	363 745	319 240	293 527	269 033	210 436
Adjustment for decreases or <i>increases</i> in inventories	9 976	6 762	6 986	13 956	1 757
Total costs and expenses	353 769	312 478	300 513	255 077	208 679
Net earnings—total	16 575	17 056	13 785	10 144	8 375
—per common share	2.09	2.15	1.72	1.23	1.10
Dividends declared	8 370	5 539	3 086	3 089	2 312
Average number of employees	18 905	17 139	16 231	15 194	12 387
Expenditures for plant and equipment	\$ 19 476*	\$ 9 867	\$ 5 718	\$ 15 772*	\$ 5 188
Capital invested	174 513	166 326	154 860	144 220	119 721
Earnings as a percentage of sales	4.5%	5.3%	4.4%	3.9%	3.9%

*Including plant and equipment acquired with the purchase of other companies.

Organized for Growth

In a recent annual review the Economic Council of Canada states that the potential growth of the Canadian economy will be determined by the quantity, quality and efficiency of use of the country's productive resources.

Canadian General Electric fully supports this view. Further, it believes that such economic growth is primarily the result of the business process, in which the individual enterprise is the energizer. In this belief, the Company has brought into play its full resources - human, material and financial - to contribute to healthy growth by increasing productive capacity. In so doing, a significant number of new job opportunities are being created for Canada's rapidly growing work force.

As a focal point for this activity, the Company has initiated 'Project 500', the

goal of which is the attainment of annual sales of \$500 million by the early 1970's, an increase of more than one-third over present levels. To put in place the productive capacity to reach this output requires high and rising levels of expenditures for new plant and equipment as well as major additions to existing facilities.

To implement this program, CGE's organization and management responsibilities have been realigned to increase the Company's ability to serve customers both in Canada and in foreign markets. This new organization is geared to serve these customers with the products being developed in this era of explosive technological growth.

The Company has accepted the responsibility of making major risk investments in product fields that show future promise. These investments are based on the conviction that leadership in industry is achieved by innovating in the development and application of new products and technology more than by merely attempting to get a larger share of the market for existing products.

The major current activities of each CGE department in playing its part in achieving overall Company growth objectives, in harmony with national goals, are described in the following special report.

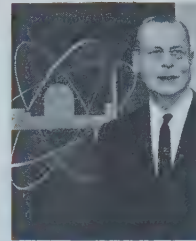
Atomic Power



The versatile facilities of WR-1 at the Whiteshell (Man.) Nuclear Research Establishment are now being used to test new fuel designs, coolants and components related to advanced heavy water reactor technology. Designed and built by CGE for Atomic Energy of Canada Limited, WR-1 went into operation in November, 1965.



In conjunction with laboratory, engineering and construction services in Peterborough, a part of the facilities of this newly acquired plant in Scarborough is being used to build nuclear reactors and equipment. This provides Canada with its first integrated industrial facility for the design and construction of complete nuclear generating stations.



M. C. Thurling
General Manager
Birthplace: London, Ont.
Years of Service: 39

Products:

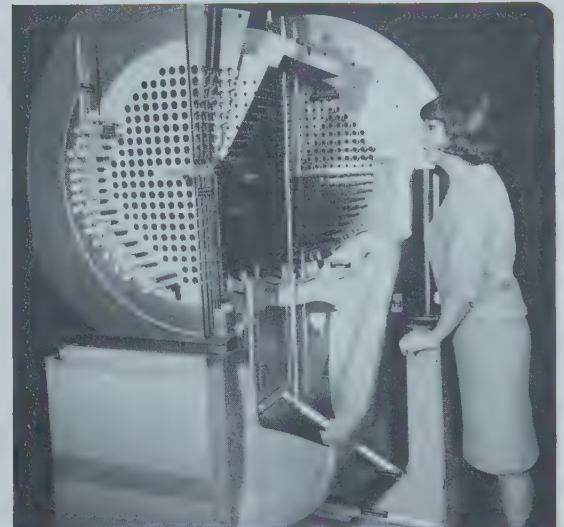
Nuclear reactors, development, components, fuels

Headquarters:

107 Park St. N., Peterborough

Manufacturing Facilities:

Peterborough and Scarborough, Ont.



The Karachi Nuclear Power Project will be the first to incorporate CGE's Heavy Water Reactor (HWR) design. This cutaway model is used to demonstrate the reactor's technical features at nuclear conferences and trade shows in Canada and abroad.

CGE's sale to Pakistan of a 137,000 kilowatt nuclear generating station (model at left) represents one of the largest export orders ever received for Canadian power equipment. Valued at \$60 million, it is the first nuclear station ever to be built on a firm price turnkey basis by a Canadian company.

Chemical and Metallurgical



R. D. Richardson
General Manager
Birthplace: Toronto, Ont.
Years of Service: 26

Products:

Chemical materials, plastics, Carboly products, uranium oxide pellets.

Headquarters:

940 Lansdowne Ave., Toronto.

Manufacturing Facilities:

Toronto and Cobourg, Ont., St. Andrews E., Que.

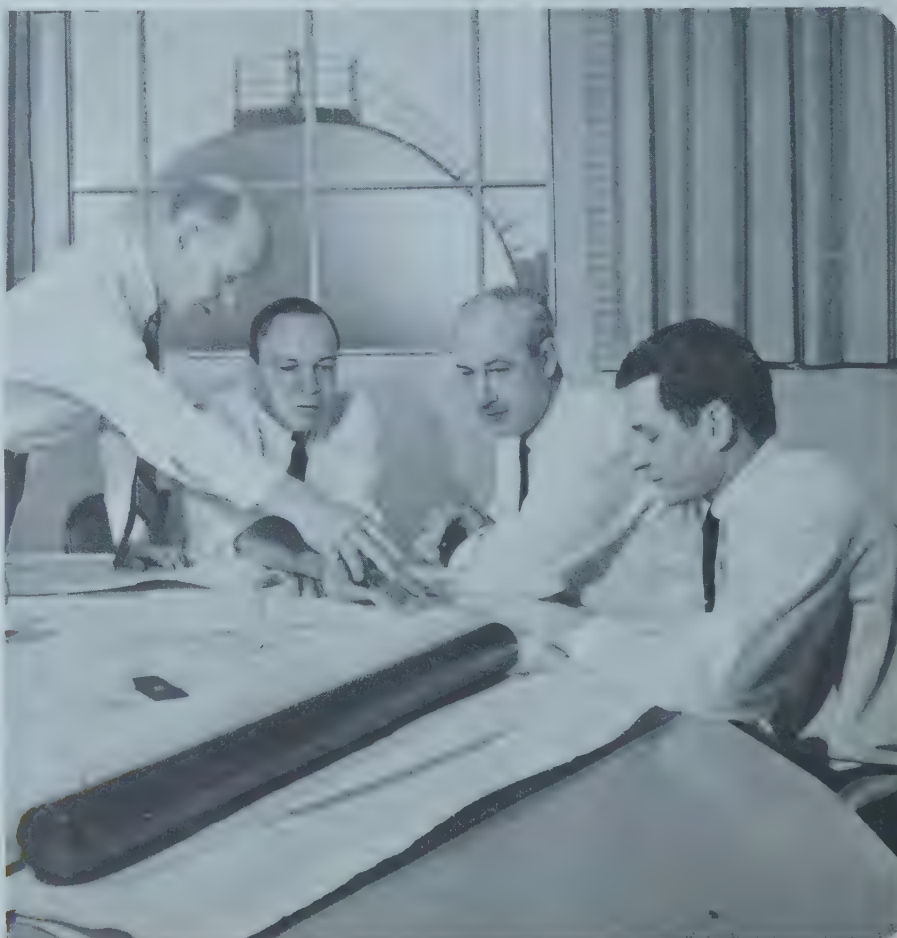


In 1965 CGE announced its entry into the reinforced plastics business with the purchase of this plant at St. Andrews East, Que. The plant will produce a variety of reinforced plastics products.



Two years of development work by metallurgical ceramists resulted in this process for the sintering of uranium oxide fuel pellets for nuclear reactors. In 1965, a separate facility was equipped for this operation.

Planning sessions such as this are daily occurrences as CGE gears for future growth. These specialists are planning a major expansion of chemical manufacturing facilities.



Construction and Power Distribution



R. N. Fournier
General Manager
Birthplace: Vonda, Sask.
Years of Service: 29

Products:

Distribution and specialty transformers, wiring devices, lighting ballasts, conduit, street lighting, traffic control, meters and instruments, wire and cable, electrical distribution equipment.

Headquarters: 940 Lansdowne Ave., Toronto.

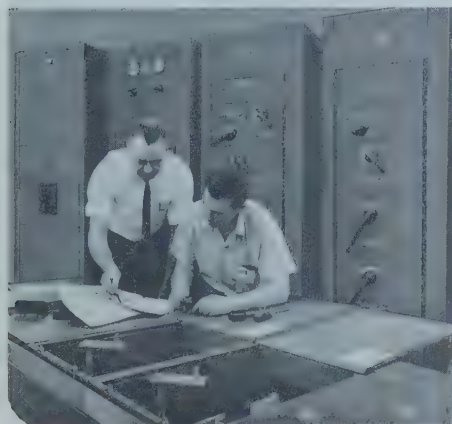
Manufacturing Facilities: Toronto, Peterborough and Markham, Ont., Quebec City, Sackville, N.B.



Intensive development work on central traffic control systems has been undertaken by CGE as Canadian municipalities turn increasingly toward this means of synchronized traffic flow. This central control system, under development in the Department's Toronto plant, is for the City of Montreal.

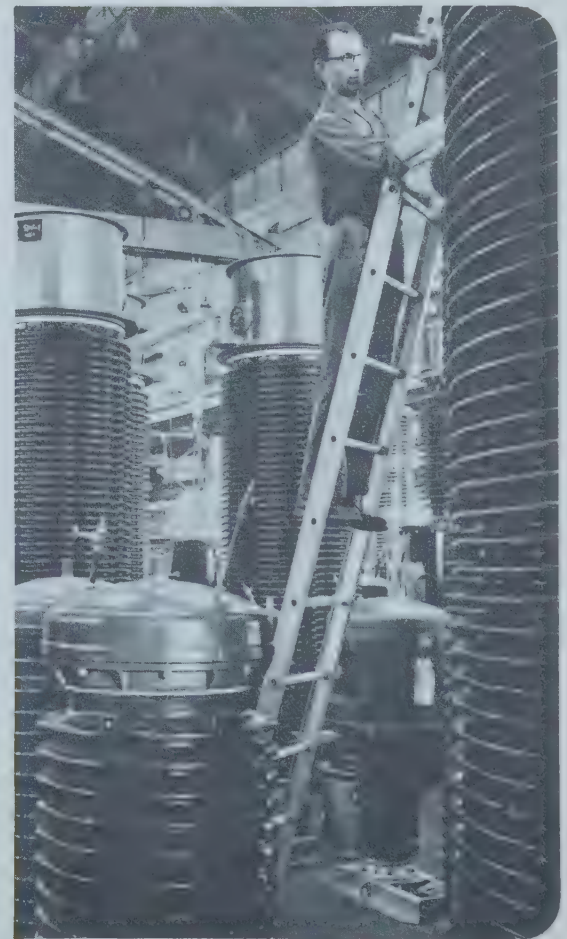


The purchase of Amalgamated Electric, with its plant in Markham, Ont., allows CGE to participate in the growing market for electrical service entrance products for homes and apartments, and electrical distribution equipment for commercial buildings and industrial plants.



◀ Among Amalgamated's growth products are these standardized distribution switchboards, which permit the changing or addition of circuits at any time, allowing low-cost distribution flexibility.

These 735,000 volt instrument transformers are for the world's highest voltage commercial power line in Quebec. The Company's instrument transformer business has increased six-fold in the past decade. ▶



Electronic and Defence Products



A. R. Nobbs
General Manager
Birthplace: London, Ont.
Years of Service: 36

Products:

Broadcast, educational and industrial television, medical electronics, two-way mobile radio, microwave, military electronics, aviation equipment, components including tubes and solid state devices.

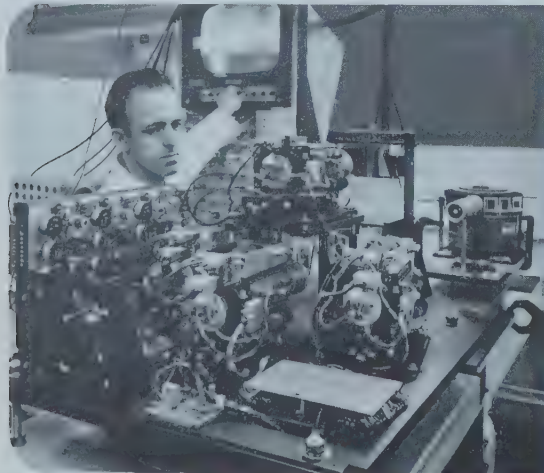
Headquarters:

830 Lansdowne Ave., Toronto.

Manufacturing Facilities: Toronto and Rexdale, Ont.



Research and development work on such products as silicon transistors and rectifiers and germanium diodes is carried out in CGE's semiconductor laboratory.

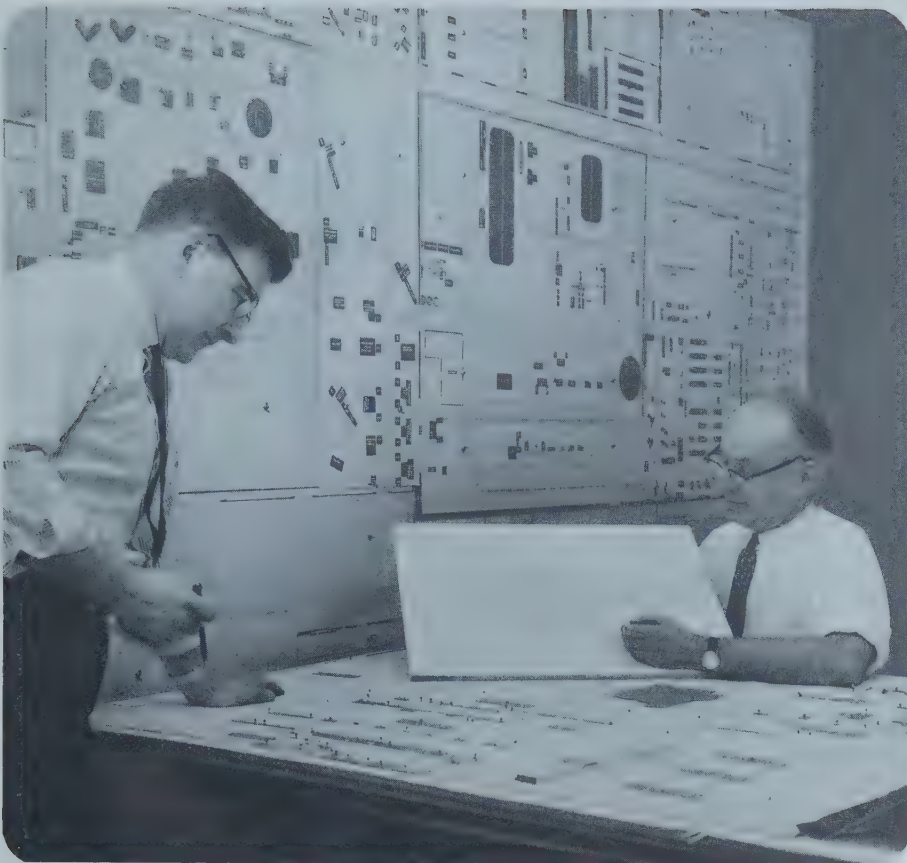


Defence research is a growing function in electronics at CGE. This engineer is developing electro-optical systems for military use. These systems show promise of having major commercial applications to improve air traffic control and ship navigation.

CGE is the only manufacturer in Canada of color television camera equipment. This is a film camera for both color and monochrome television under production in the Company's electronics plant.

The Rexdale plant, already Canada's largest producer of black and white television picture tubes, is being expanded so that production of color picture tubes can be started in 1966.





At the Barrie housewares plant, this planning team is laying out production and material flow lines for a 63,000 square foot addition under construction. This expansion represents a \$500,000 investment and brings total plant area to over 300,000 square feet.

Housewares and Home Entertainment



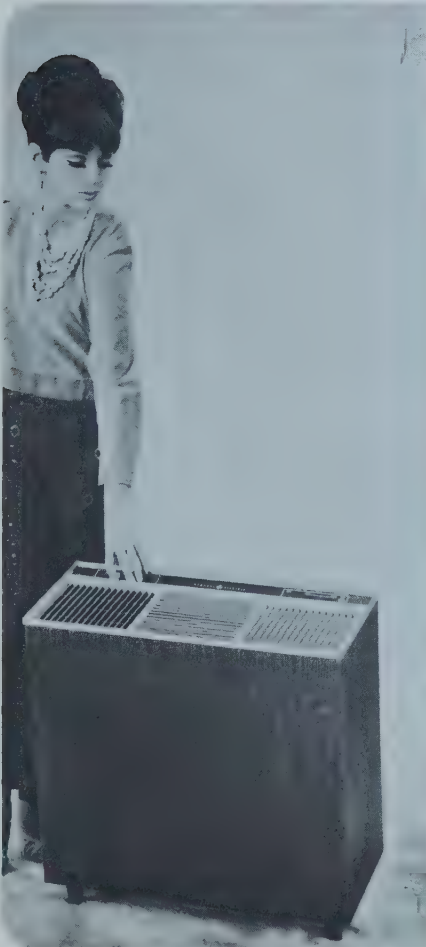
R. Story
General Manager
Birthplace: Toronto, Ont.
Years of Service: 30

Products:

Portable appliances, home and garden care products, personal care products, radios, color and monochrome television, record players.

Headquarters: 80 Bradford St., Barrie, Ont.

Manufacturing Facilities: Barrie, Toronto.



Unprecedented listening quality is provided by CGE's all-transistorized stereo. To make these sets even more attractive, Canada's leading furniture designer has been retained to execute cabinet stylings.

◀ Newest in an ever-expanding line of Barrie products is this furniture-styled humidifier. This unit supplies controlled humidity to ensure comfort and well-being in homes during winter months.

A final polish is given one of the popular 11-inch personal portable TV sets produced at CGE's home entertainment products plant in Toronto. The plant has begun production of color TV sets.



Industrial Apparatus



S. R. Adamson
General Manager

Birthplace: Peterborough, Ont.
Years of Service: 36

Products:

Motors, transportation equipment, switchgear, control.

Headquarters: 107 Park St. N., Peterborough.

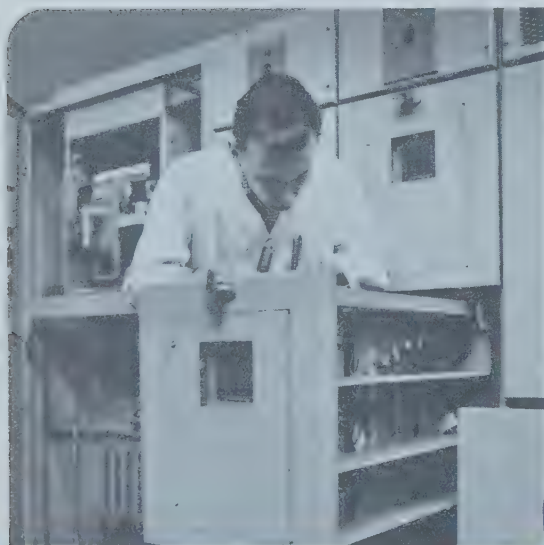
Manufacturing Facilities: Peterborough, Ont.

Service Shops:

Bathurst, N.B., Montreal and Sept-Îles, Que.,
New Westminster, B.C.



The growth in demand for process control equipment, particularly process control computers like the one above, represents one of the major industrial developments of the past few years. Applications for these computers are being found in an ever widening range of industries.

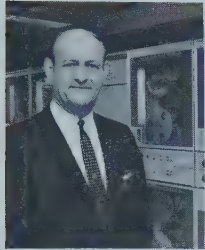


This is part of a paper machine drive control equipped with silicon control rectifiers. SCRs are replacing motor generator sets in many applications to provide a controlled variable voltage DC output from an AC source.

Under test here is one of three 9,000 horsepower propulsion motors built by CGE for arctic icebreaker service. The Company's marine motor business, non-existent ten years ago, has grown to a substantial level.



Information Processing



R. M. Robinson
General Manager
Birthplace: Derby, England.
Years of Service: 33

Products:

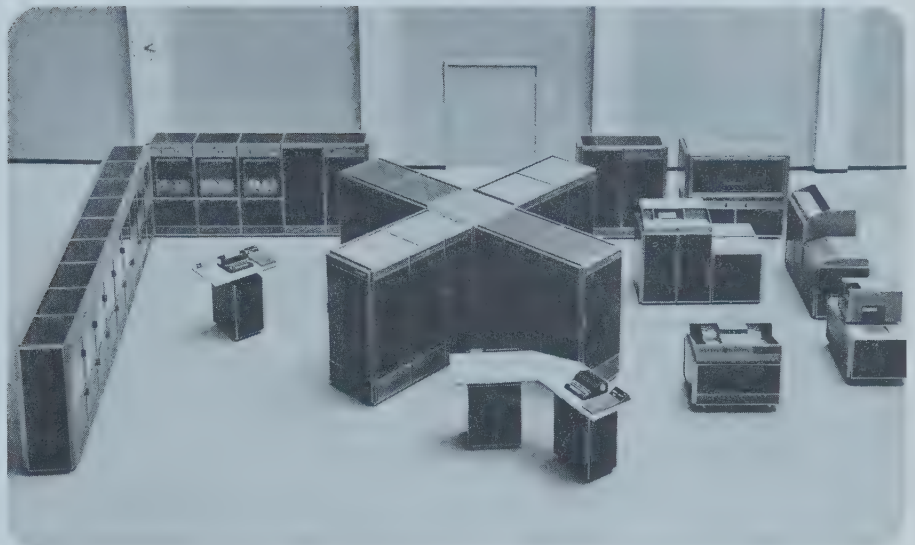
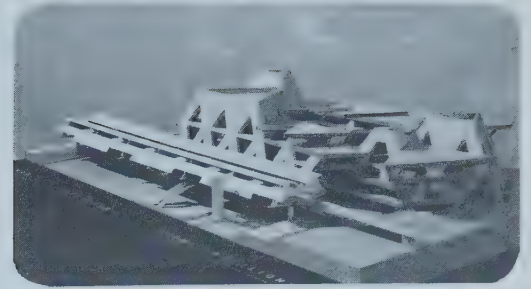
Computers, peripheral equipment, information services, information systems design.

Headquarters:

214 King St. W., Toronto.

Computer Service Centres:

Toronto, Montreal, Vancouver.



This multi-million dollar GE-600 computer is to form the basis of the Company's exhibit at Expo 67 in Montreal. It is typical of the sophisticated equipment the Department offers Canadian business. The computer exhibit will be in the 'Man the Producer' pavilion shown at upper right.



Typical of the problems that can be handled by computers is a correlation of the masses of data required for the speedy and accurate assessment of election returns. Shown here is a GE-415 computer in action at a television studio in Ottawa during the recent Federal election.

For those Canadian businesses with infrequent or low-capacity computer requirements a wide range of information processing service is offered through CGE Computer Service Centres like this.



Lamp



Planned major expansions of the Oakville lamp plant (in background above) will make it the centre of the Company's lamp manufacturing operations in the next 10 - 20 years. Plant facilities, which now cover 6 acres, will then occupy about 16 acres at the Oakville site.



E. H. Lindsay
General Manager
Birthplace: Hagersville, Ont.
Years of Service: 38

Products:

Fluorescent, incandescent, mercury, automotive, Christmas and photo lamps.

Headquarters:

165 Dufferin St., Toronto.

Manufacturing Facilities:

Toronto and Oakville, Ont., Montreal, Que.



◀ This machine was developed and built by CGE for high-volume coating, washing and lehring of 40-watt fluorescent lamps. It is so successful there is a possibility of selling such machines to overseas lampmakers.

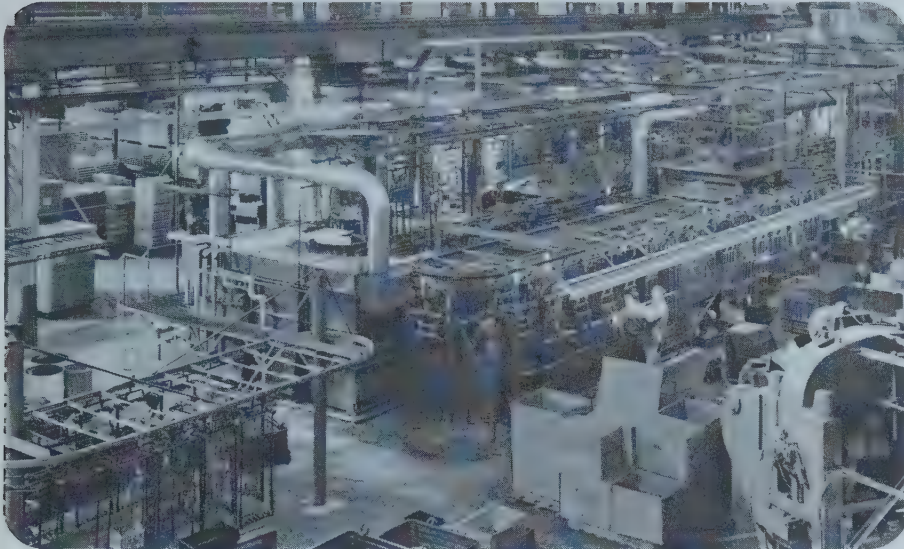


The light source of the future is this Lucalox lamp. Lighting experts say the development of this very efficient lamp heralds "the third age of light", ranking in importance with the invention of the incandescent lamp and the introduction of the fluorescent lamp.

◀ As automobile styling and safety requirements change, so do designs of sealed-beam headlamps. Headlamps destined for offshore business, like the ones at left, are modified for 'drive-left' cars.



Major Appliance



This plating machine, largest of its kind in Canada, represents a recent \$300,000 investment at the Montreal plant. Almost 90 feet long and 15 feet high, it can chromium plate thousands of parts each day.



G. S. MacDonell
General Manager

Birthplace: Edmonton, Alta.
Years of Service: 16

Products:

Ranges, refrigerators, home laundry equipment, dishwashers, air conditioners, dehumidifiers, commercial cooking equipment.

Headquarters:

5781 Notre Dame St. E., Montreal.

Manufacturing Facilities:

Montreal.



A characteristic of the major appliance plant is its flexibility to continually adapt its manufacturing layout and material flow to meet changing customer demands for new product lines and new features in existing products. Integrated planning for such line changes begins in meetings like this.

Rising demand for dishwashers resulted in the installation of this dishwasher production line, another example of the continuing effort of the Department to manufacture as high a proportion of its products as possible in Canada.

Power Generation and Industrial Machinery



L. R. Douglas
General Manager
Birthplace: Silvertown, Man.
Years of Service: 28

Products:

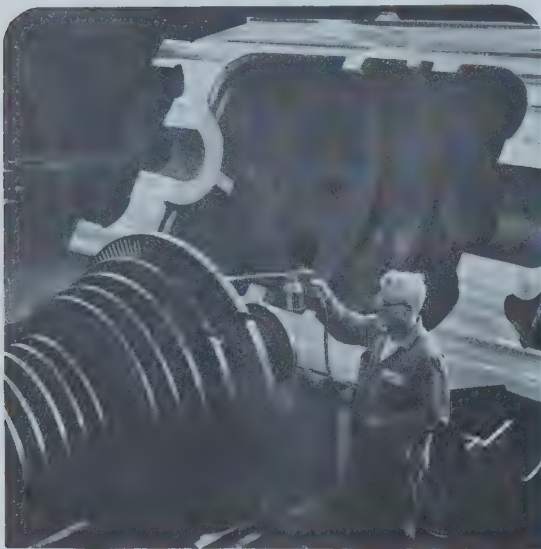
Generators, steam turbines, power transformers, hydraulic turbines, paper machinery, industrial machinery.

Headquarters: Dominion Engineering Works, Limited
795 First Ave., Lachine, Que.

Manufacturing Facilities: Peterborough, Guelph and Scarborough, Ont., Lachine, Que.



At Dominion Engineering Works, Lachine, this recently installed Innocenti milling and boring machine represents an investment of \$2 million. Largest of its kind in North America, the Innocenti is capable of machining castings up to 18 feet in height and weighing hundreds of tons.



Above are turbine components at the Scarborough plant. In the foreground is a turbine rotor for one of three turbines being built for a Canadian Department of Transport icebreaker. In the background is the outer casing of a high pressure cylinder for one of the 500,000 kilowatt steam turbines being built for Ontario Hydro.

In this recently completed extra-high-voltage test centre at the Guelph power transformer plant, transformers tested successfully include those for the world's highest voltage commercial power line. The test centre cost \$1 million.



Sales and Distribution



New techniques are constantly applied to support more efficient methods of distribution. Computers are among the latest equipment utilized for greater efficiency in handling millions of sales transactions annually.



W. F. Wansbrough
General Manager
Birthplace: Grand Valley, Ont.
Years of Service: 37

Headquarters:

214 King St. W., Toronto.

Distribution Facilities:

Sales offices in 48 cities and towns, coast to coast.



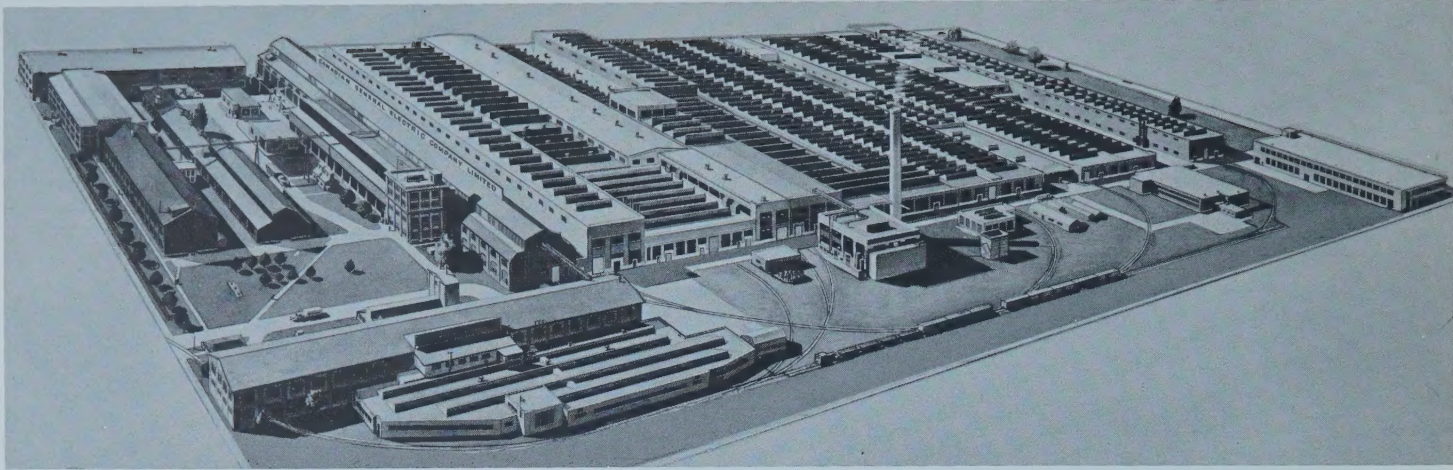
Through its mass distribution facilities across Canada, the Company offers customers ready access to a great variety of electrical products. Of particular importance is the ability of warehouses like this to supply the day-to-day requirements of the construction industry.



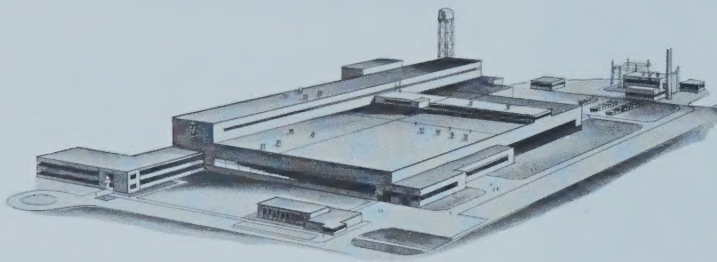
Self-contained service shops on wheels operated by factory-trained servicemen bring fast and efficient service to appliance customers. To speed this service even more, two-way radio is being used to an increased extent for communication with these vehicles.

CGE sales specialists from offices like this call on customers across Canada. This constant communication at the technical level ensures that customers will be kept continually up-to-date on the wide range of CGE electrical products.

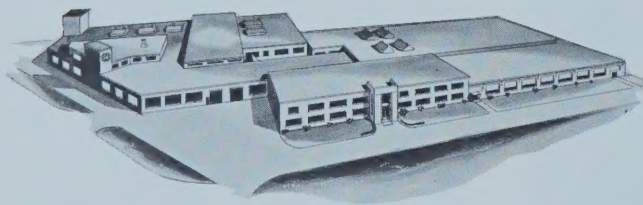




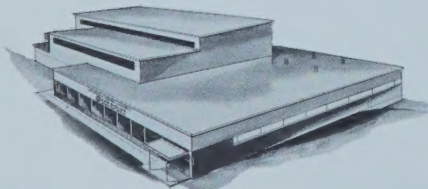
PETERBOROUGH PLANT, Peterborough, Ontario
Generators, switchgear, motors, control, capacitors, wire and cable, nuclear fuels



GUELPH PLANT, Guelph, Ontario
Power transformers, current-limiting reactors, voltage regulators



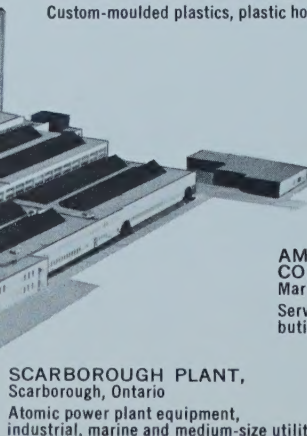
QUEBEC PLANT, Quebec, Quebec
Meters, instruments, appliance control, time switches, thermostats, magnets



CARBOLOY PLANT, Toronto, Ontario
Cemented carbide tools, dies, blanks, wear-resistant parts

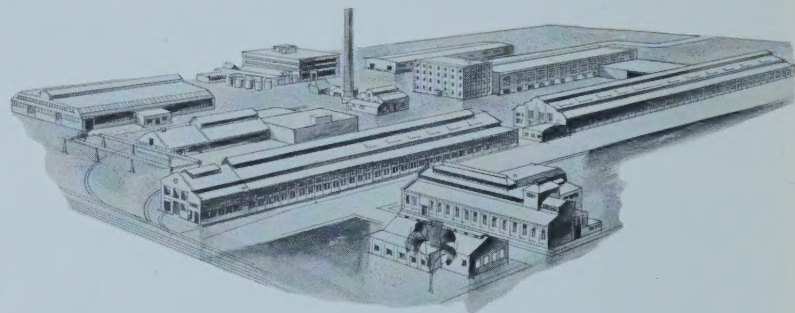


COBOURG PLANT, Cobourg, Ontario
Custom-moulded plastics, plastic housewares

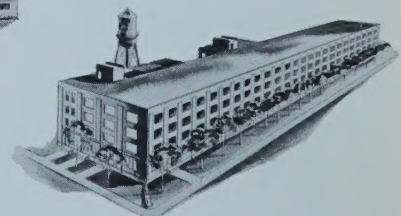


SCARBOROUGH PLANT, Scarborough, Ontario
Atomic power plant equipment, industrial, marine and medium-size utility turbines

The Manufacturing Plants of Canadian General Electric



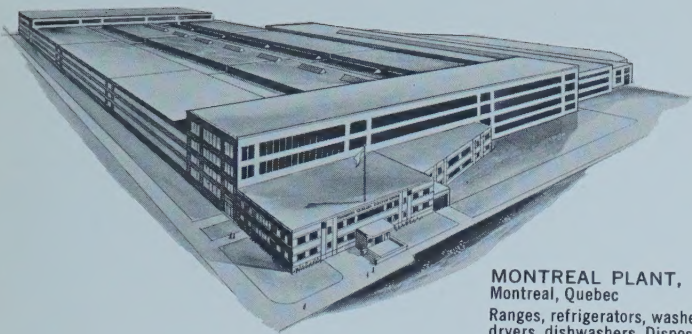
DAVENPORT PLANT, Toronto, Ontario
Distribution, instrument and specialty transformers, ballasts, industrial heating equipment, lighting equipment, traffic control, conduit, chemical materials



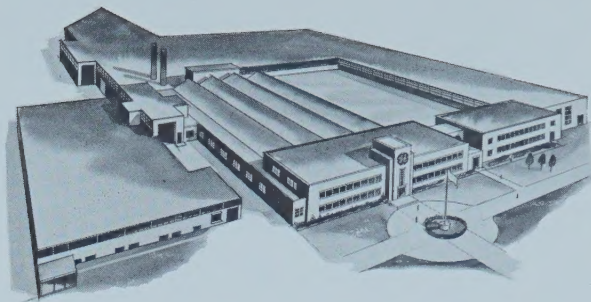
WARD STREET PLANT, Toronto, Ontario
Component heating devices, wiring devices, low-voltage circuit breakers

AMALGAMATED ELECTRIC CORPORATION, LIMITED, Markham, Ontario
Service entrance products, distribution equipment for buildings

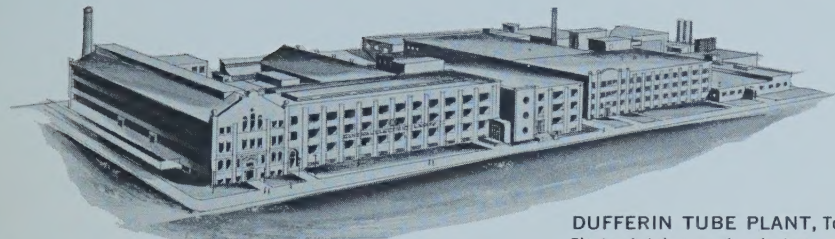




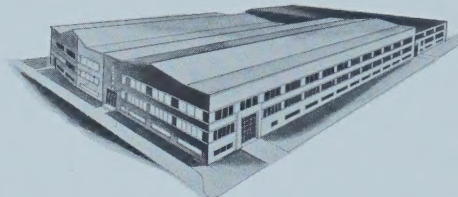
MONTREAL PLANT,
Montreal, Quebec
Ranges, refrigerators, washers,
dryers, dishwashers, Disposalls,
dehumidifiers, room air conditioners,
commercial cooking equipment



BARRIE PLANT, Barrie, Ontario
Portable appliances, floor polishers, vacuum cleaners, lawn mowers

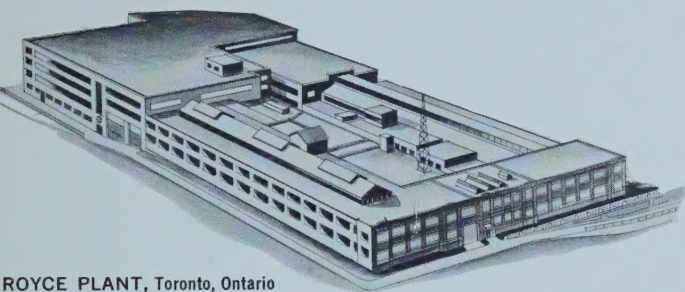


DUFFERIN TUBE PLANT, Toronto, Ontario
Electronic tubes, semiconductors, capacitors,
components, assemblies.

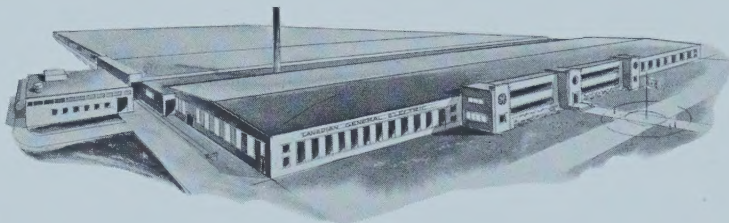


MONTREAL LAMP PLANT, Montreal, Quebec
Large incandescent, mercury and
photographic lamps

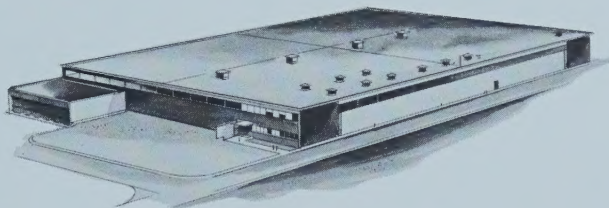
DUFFERIN LAMP PLANT, Toronto, Ontario
Photoflash, miniature and Christmas lamps,
lamp components.



ROYCE PLANT, Toronto, Ontario
Electronic equipment,
radio and tv sets, stereo-hi-fi



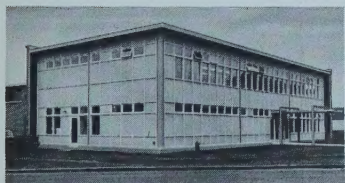
OAKVILLE PLANT, Oakville, Ontario
Fluorescent and incandescent lamps, spot and flood lamps, automobile headlamps



REXDALE PLANT, Toronto, Ontario
Television picture tubes, cathode-ray tubes

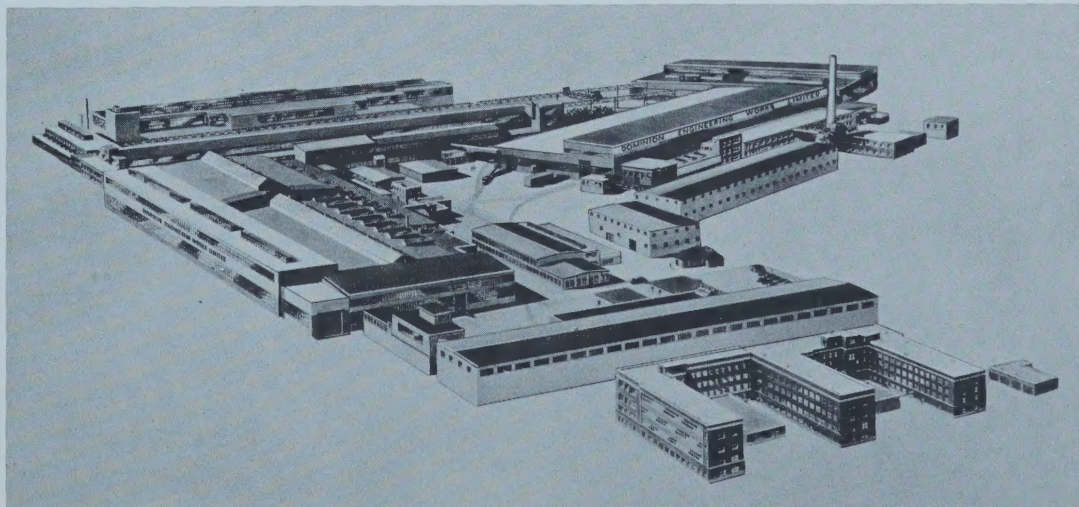


ATLANTIC PLANT, Sackville, New Brunswick
Distribution transformers, lightning arresters, cutouts



**MONTREAL ARMATURE WORKS,
LIMITED,** Montreal, Quebec
Apparatus service shop.
Distribution transformers, cubicles

**DOMINION ENGINEERING WORKS,
LIMITED,** Lachine, Quebec
Paper machines, hydraulic turbines, pumps,
valves, rolling mill machinery, rubber and
plastics machinery, mining machinery, hydraulic
presses, gear products, steam turbines, roll
products, power cranes and shovels





CANADIAN GENERAL ELECTRIC